

**AMENDMENTS TO THE CLAIMS AND CLAIM LISTING**

The listing of the claims immediately below, in which certain amendments are highlighted, replaces all prior versions of the claims provided in this application. Amendments to the claims previously entered in this application have not been highlighted herein.

1. (Previously presented) A method of populating a merchandising product database at a first network location, comprising:

obtaining merchandising data related to a product from selected product information presented at a point of presentation of the product at a second network location, the obtaining step comprising acquiring said selected product information from at least one user interaction at said second network location with a presentation medium obtained from a server at a third network location; and

storing at least part of the obtained merchandising data in the merchandising product database at the first network location, said storing comprising collecting the selected product information in the merchandising product database.

2. (Previously presented) The method of claim 1, wherein the obtaining step comprises obtaining the merchandising data directly from a presentation device at the second network location on which the product is presented.

3. (Previously presented) The method of claim 1, wherein the obtaining step comprises obtaining data about the product directly from the point of presentation of the product at the second network location.

4. (Previously presented) The method of claim 1, wherein the merchandising product database does not have information related to the product stored therein prior to the storing step.

5. (Previously presented) The method of claim 1, wherein the obtaining step comprises obtaining the merchandising data generally contemporaneously with presentation of the product at the second network location.

6. (Previously presented) The method of claim 1, wherein the presentation medium comprises an output medium of an interactive catalog.

7. (Previously presented) The method of claim 1, wherein the presentation medium comprises a Web-page.

8. (Previously presented) A merchandising database system at a first network location, comprising:

an interface configured to be coupled to a network and to obtain selected product data related to a product from at least one user interaction at a second network location with a Web-page served by a server at a third network location; and

a storage device configured to store at least part of the selected product data at the first network location.

9. (Previously presented) The system of claim 8, wherein the interface is configured to obtain the selected product data directly from a presentation device on which the Web-page is presented at the second network location.

10. (Previously canceled)

11. (Previously presented) The system of claim 9, wherein the interface is configured to obtain the selected product data generally contemporaneously with presentation of the Web-page.

12. (Previously canceled)

13. (Previously canceled)

14. (Previously canceled)

15. (Previously canceled)

16. (Previously canceled)

17. (Previously canceled)

18. (Previously canceled)

19. (Previously canceled)

20. (Previously presented) A physical computer-readable storage medium having stored thereon a computer program product for use in conjunction with a computer device for populating a merchandising product database at a first network location, comprising:

first computer program codes to cause the computer device to obtain merchandising data related to a product from selected product information presented at a point of presentation of the product at a second network location, the first computer program codes comprising computer program codes for acquiring said selected product information from at least one user interaction at the point of presentation with a Web-page served by a server at a third network location; and

second computer program codes to cause the computer device to store at least part of the obtained merchandising data in the merchandising product database at the first network location, the second computer program codes further comprising computer program codes for modifying the merchandising product database to include the selected product information.

21. (Previously presented) The computer program product of claim 20, wherein the first computer program codes comprise computer program codes to cause the computer device to obtain the merchandising data directly from a presentation device at the second network location on which the product is presented.

22. (Previously canceled)

23. (Previously presented) The computer program product of claim 20, wherein the first computer program codes comprise computer program codes to cause the computer device to obtain the selected product information generally contemporaneously with presentation of the Web-page at the second network location.

24. (Previously presented) The computer program product of claim 20, wherein the point of presentation comprises an output medium of an interactive catalog.

25. (Previously canceled)

26. (Previously presented) A method of populating a merchandising product database located at a first network location, comprising:

rendering in response to user interaction with an interactive catalog, at least a portion of the interactive catalog at a second network location, wherein content of the rendered portion includes a description of one or more products and wherein the content is obtained from one or more source product databases at a third network location;

communicating selected data related to the products to the merchandising product database at the first network location such that the selected data is selected based on said user interaction, and further such that the selected data is communicated from the source product databases to the merchandising product database by way of the second network location and without requiring a direct data transfer between the source product databases at the third network location and the merchandising product database at the first network location; and

modifying the merchandising product databases using the selected data such that the databases include a representation of the selected data.

27. (Previously presented) The method of claim 26, wherein information from the source product databases is communicated to the merchandising product database through the interactive catalog.

28. (Previously presented) The method of claim 26, wherein the selected data comprises parameters embedded within the rendered portion of the interactive catalog.

29. (Previously presented) The method of claim 26, wherein the selected data comprises a product identification.

30. (Previously presented) The method of claim 26, wherein the selected data comprises a product description.

31. (Previously presented) The method of claim 1, wherein the selected information comprises portions of the presentation medium specified by the third network location for storage at the merchandising database at the first network location.

32. (Previously presented) The system of claim 8, wherein the selected product data comprises portions of the Web-page specified by the server at the third network location to be stored in the storage device at the first network location.

33. (Previously presented) The computer program product of claim 20, wherein the selected product information comprises portions of the Web-page specified by the server at the third network location to be obtained by the first computer program codes and stored by the second computer program codes.

34. (Amended herein) A method of populating a merchandizing product database at a first network location, comprising:

at said first network location, obtaining merchandising data related to a product, wherein said product is presented at a presentation device, wherein said presentation device is located at a second network location, wherein said obtaining comprises receiving product data ~~from~~ transmitted by the presentation device, wherein said product data is embedded in a presentation medium transmitted to said presentation device from a third network location, and wherein said presentation medium is transmitted to said presentation device from said third network location in response to a user action at said presentation device; and

storing at least in part a representation of said product data in said merchandising product database at said first network location.

35. (Amended herein). The method of claim 34, wherein said presentation medium comprises device executable code that causes said presentation device to transmit said product data to said first network location contemporaneously with rendering of said presentation medium on said presentation device.

36. (Previously presented) The method of claim 35, wherein said presentation medium comprises a Web-page.



37. (Previously presented) The method of claim 36, wherein said product data comprises a product identification.

38. (Previously presented) The method of claim 36, wherein said product data comprises a product description.

39. (Previously presented) The method of claim 36, wherein said product data comprises parameters specified by said third network location for storage at said merchandising product database at said first network location.

40. (Previously presented) The method of claim 39, wherein said storing step comprises storing said parameters in said merchandising product database contemporaneously with said user action.